

# WFLA - Tampa

## Political Inquiry Form

To: Station Political File  
cc: Station Political Specialist  
HRP Political File  
HRP Office File

Date: 10 / 10 /12

Account Executive: Matt Oestreich Office: WFLA  
Name of Candidate: DCCC - Fitzgerald  
Political Affiliation: Democrat  
Election Date: 11/6/12 Type of Election: General  
City, Station Municipality: Tampa, FL  
Office Sought: 13<sup>th</sup> Congressional District

Inquiry Made By: Chris Vail  
Agency / Organization: Media Strategies and Resources  
Address: 11350 Random Hill Rd. Fairfax, VA 22030  
Telephone: (703) 877-2000 Fax: (303) 764-9956

Sponsoring Group / Committee: DCCC - Fitzgerald for Congress  
Address: 430 S. Capitol Street, S.E. Washington, D.C. 20003

Telephone: (202) 863-1500 Fax: \_\_\_\_\_

Committee Members... Steve Israel, Committee Chair  
Treasurer: \_\_\_\_\_ Other: \_\_\_\_\_  
Commercial Length: :30 Other: \_\_\_\_\_

Programs / Dayparts Requested: All

Station Offer: Same

Station Political Disclosure Statement:  
Submitted to: Chris Vail Date: 10/10/12  
Stations Requested: WFLA

NOV 01 2012

10/25/12 FCC (3)



# Station Buy Detail Tampa-St. Petersburg, TV

JM 112102402

Jm 10/24

Est ID: 12796

**Client:** DCCC-Fitzgerald for Congress**Flight Dates:** Thursday, October 25, 2012 to Tuesday, November 06, 2012**WFLA-TV**

Program Name	DP	Length	Rate	Days		Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon
						Oct 25	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05
WFLA 6a News	EM	M-F	\$1,450.00														
6:00 AM - 7:00 AM		30	\$1,450.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Today Show	EM	M-F	\$900.00									1					
7:00 AM - 9:00 AM		30	\$900.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Today II	DT	M-F	\$1,040.00				1										
9:00 AM - 10:00 AM		30	\$1,040.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
The Doctors	EF	M-F	\$450.00							1							
3:00 PM - 4:00 PM		30	\$450.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Dr. Oz	EF	M-F	\$600.00			1							1				
4:00 PM - 5:00 PM		30	\$1,200.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
WFLA 5:30p News	EN	M-F	\$900.00								1						
5:30 PM - 6:00 PM		30	\$900.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
WFLA 6p News	EN	M-F	\$2,250.00				1										1
6:00 PM - 6:30 PM		30	\$4,500.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Ent Tonight	PA	M-F	\$2,000.00			1								1			1
7:30 PM - 8:00 PM		30	\$6,000.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Office/Parks	PT	Th	\$4,800.00										1				
9:00 PM - 10:00 PM		30	\$4,800.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
WFLA 11p News	LN	M-F	\$1,250.00								1						
11:00 PM - 11:35 PM		30	\$1,250.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Tonight Show	LF	M-F	\$650.00											1			
11:35 PM - 12:37 AM		30	\$650.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
<b>Station Totals</b>			<b>\$23,140.00</b>			<b>2</b>	<b>2</b>			<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>			<b>2</b>
<b>Station Net</b>			<b>\$19,669.00</b>														

WFLA-TV

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

Matt Oestreich

200 S Parker St Tampa FL

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# Station Buy Detail Tampa-St. Petersburg,TV

Est ID: 12796

**Client:** DCCC-Fitzgerald for Congress**Flight Dates:** Thursday, October 25, 2012 to Tuesday, November 06, 2012**WFLA-TV**

				Tue	
				Nov	
Program Name	DP	Length	Rate	06	Total
WFLA 6a News	EM	M-F	\$1,450.00	1	1
6:00 AM - 7:00 AM		30	\$1,450.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Today Show	EM	M-F	\$900.00		1
7:00 AM - 9:00 AM		30	\$900.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Today II	DT	M-F	\$1,040.00		1
9:00 AM - 10:00 AM		30	\$1,040.00		
Sold Out: Lowest Rate to Clear per WFLA.					
The Doctors	EF	M-F	\$450.00		1
3:00 PM - 4:00 PM		30	\$450.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Dr. Oz	EF	M-F	\$600.00		2
4:00 PM - 5:00 PM		30	\$1,200.00		
Sold Out: Lowest Rate to Clear per WFLA.					
WFLA 5:30p News	EN	M-F	\$900.00		1
5:30 PM - 6:00 PM		30	\$900.00		
Sold Out: Lowest Rate to Clear per WFLA.					
WFLA 6p News	EN	M-F	\$2,250.00		2
6:00 PM - 6:30 PM		30	\$4,500.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Ent Tonight	PA	M-F	\$2,000.00		3
7:30 PM - 8:00 PM		30	\$6,000.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Office/Parks	PT	Th	\$4,800.00		1
9:00 PM - 10:00 PM		30	\$4,800.00		
Sold Out: Lowest Rate to Clear per WFLA.					
WFLA 11p News	LN	M-F	\$1,250.00		1
11:00 PM - 11:35 PM		30	\$1,250.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Tonight Show	LF	M-F	\$650.00		1
11:35 PM - 12:37 AM		30	\$650.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Station Totals			\$23,140.00	1	15
Station Net			\$19,669.00		

WFLA-TV

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Matt Oestreich

200 S Parker St Tampa FL

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**Media Strategies & Research - VA Keith Fitzgerald/ Dccc/ D/ Congress**  
 11350 Random Hills Road  
 Suite 670  
 Fairfax VA 22030  
 Submission Number 141 Issue 1



**WFLA-TV**

P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Keith Fitzgerald/ Dccc/ D/ Congress	<b>Submission Cost:</b> 23140	<b>Campaign Ref:</b> JM112102402
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> ./ /12796	<b>Sales Rep:</b> WFLA Political
<b>Schedule Dates:</b> 10/22/12 to 11/11/12	<b>Weeks:</b> 3	<b>Order Ref:</b>
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Keith Fitzgerald/ Dccc/ D/ Congress	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
1	M-F 7a Today Show ..W...	03	900	30 Comme	Nbr of Spots	1		1	900
2	M-F 9a Today Show II ...F..	01	1040	30 Comme	Nbr of Spots	1		1	1040
3	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1		1	450
4	M-F 4p Dr Oz ...T...	03	600	30 Comme	Nbr of Spots	1	1	2	1200
5	M-F 530p News ..T....	03	900	30 Comme	Nbr of Spots		1	1	900
6	M-F 6p News ...F...	01	2250	30 Comme	Nbr of Spots	1		1	2250
7	M-F 6p News M.....	01	2250	30 Comme	Nbr of Spots		1	1	2250
8	M-F 730p Entertainment Tonight ...T...	01	2000	30 Comme	Nbr of Spots	1		1	2000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					4	8	3	15	

Media Strategies & Research - VA Keith Fitzgerald/ Dccc/ D/ Congress  
 11350 Random Hills Road  
 Suite 670  
 Fairfax VA 22030  
 Submission Number 141 Issue 1



WFLA-TV  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Keith Fitzgerald/ Dccc/ D/ Congress	Submission Cost: 23140	Campaign Ref: JM112102402
Buyer: Congress	Client/Product/Estimate: /112796	Sales Rep: WFLA Political
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
9	M-F 730p Entertainment Tonight ...F..	01	2000	30 Comme	Nbr of Spots	1		1	2000
10	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme	Nbr of Spots		1	1	2000
11	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ...T...	02	4800	30 Comme	Nbr of Spots	1		1	4800
12	M-Su 11p News T.....	03	1250	30 Comme	Nbr of Spots	1		1	1250
13	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	650	30 Comme	Nbr of Spots	1		1	650
14	M-F 6a News T.....	01	1450	30 Comme	Nbr of Spots		1	1	1450
Weekly Totals: Total Spots(Ord Spots)					4	8	3	15	

Grand Totals				
Month 10 Weeks: 4				
10/22				
Spots	15			
Cost	23140			
Month 11 Weeks: 4				
10/29				
Spots	4			
Cost	5890			
11/05				
Spots	8			
Cost	11550			
Totals	15			
Cost	23140			

Grand Totals: Spots: 15

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Gross Total:	23,140.00
Commission:	3,471.00
Net Total:	19,669.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WFLA-TV Tampa-St. Petersburg

**Date:**

10/22/2012

I, Media Strategies and Research

being/on behalf of:

Keith Fitzgerald

, a legally

qualified candidate of the Democratic politicalparty for the office of: U.S. Congressin the GEelection to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Thursday, October 25, 2012			Tuesday, November 06, 2012		

**Total Charges: \$23,140.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

DCCC-Fitzgerald for Congress

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jackie Forte-Mackay

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Monday, October 22, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title





# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

34214  
Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
FAIRFAX VA 22030

REP\_: WFLA ( Local ) Misc  
SLSP: WFLA Political  
ADV\_: Keith Fitzgerald/ Dccc/ D/ C  
PROD: Keith Fitzgerald/ Dccc/ D/ C

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
JM112102402  
WFLA  
INVOICE NUMBER 0100032910  
PAGE 1  
BROADCAST MONTH 10/01/2012 - 10/28/12  
SCHEDULE DATES 10/22/12-11/11/12  
Standard 8 Broadcast Month  
TERMS: NET 30 DAYS.

REF#: . / . /12796  
Desc: Campaign Option Number 1, Booking1

DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G	FOR	PRODUCT DESCRIPTION	PRICE	RECONCILIATION
M-F 9a Today Show II	1040.00	2	1	10/26	FR	09:57A	30	KFT1203H	:30	Commercial	1040.00	
M-F 4p Dr Dz	600.00	4	1	10/25	TH	04:23P	30	KFT1203H	:30	Commercial	600.00	
M-F 6p News	2250.00	6	1	10/26	FR	06:15P	30	KFT1203H	:30	Commercial	2250.00	
M-F 730p Entertainment Tonight	2000.00	8	1	10/25	TH	07:54P	30	KFT1203H	:30	Commercial	2000.00	
Total Airtime Gross Spot Revenue:	5,890.00											

PERIOD COST 5,890.00

4 Total Units  
ACTUAL GROSS BILLING 5,890.00  
AGENCY COMMISSION 883.50  
NET DUE 5,006.50  
SUB-TOTALS Debits .00 Credits .00  
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER Keith Fitzgerald/ Dccc/ D/ C  
PRODUCT Keith Fitzgerald/ Dccc/ D/ C  
INVOICE NUMBER 0100032910  
BROADCAST MONTH 10/01/2012 - 10/28/12  
AMOUNT DUE 5,006.50

REMIT TO:

\*00201

000034214  
Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
FAIRFAX VA 22030

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000034214 00000100032910 000500650 5